

The Dialamerica Teleservices Handbook : A Guide to Successful Inbound and Outbound Telemarketing

Robert Doscher, Richard Simms

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Praise for The DialAmerica' Teleservices Handbook "Rich and Bob have done an outstanding job of presenting the DialAmerica approach to successful telemarketing. We are very proud to have the DialAmerica name associated with this book and plan to recommend it to all of our employees, clients, and friends in the business." -- Arthur Conway, President DialAmerica Marketing, Inc. "At last, a complete guidebook to getting the most out of the powerful telephone medium. Doscher and Simms present detailed practical guidance on planning and execution, as well as a very valuable chapter on how telemarketing will change over the next decade. I recommend this book to marketers everywhere." -- Ruth P. Stevens, Adjunct Professor, Direct Marketing, NYU Chair, Business-to-Business Council, Direct Marketing Association ""The DialAmerica Teleservices Handbook" is your checklist to make sure everything is working at peak efficiency and to improve what you've got. . . . This is a book I will keep in my personal library and will refer to again and again. Thank you, Richard Simms and Bob Doscher, for creating it!" -- From the Foreword by Denny Hatch, former editor of "Target Marketing" and author of "2,239 Tested Secrets for Direct Marketing Success" Ready to increase sales, get closer to your customers, upsell and cross-sell with greater ease than ever before? "The DialAmerica Teleservices Handbook" walks you through the design and execution of a successful telemarketing campaign, from writing the script to fulfilling the order. You'll find the answers to questions such as: How do I make the campaign a positive experience for my customers? What if my house lists don't have phone numbers? Should I hire anagency and/or a consultant? What kind of technology do I need for telemarketing? How do I handle credit and collection? Can I incorporate market surveys into my efforts? How do I generate qualified leads? Learn the secrets of one of the nation's largest telephone marketing organizations and make your telemarketing campaign a ringing success!



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